



SAN FRANCISCO PLANNING DEPARTMENT

Discretionary Review Abbreviated Analysis HEARING DATE: NOVEMBER 7, 2019

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Date: October 30, 2019
Case No.: **2018-003910DRP**
Project Address: **3252 19TH STREET**
Permit Application: 2018.08.16.7612
Zoning: UMU (Urban Mixed-Use) Zoning District
58-X Height and Bulk District
Block/Lot: 3591/025
Project Sponsor: Philip Lesser, on behalf of Joey Mucha
555 Laurel Avenue #501
San Mateo, CA 94401
Staff Contact: Rich Sucre – (415) 575-9108
richard.sucre@sfgov.org
Recommendation: **Do Not Take DR and Approve**

PROJECT DESCRIPTION

The project includes legalization of a change in use of approximately 2,849 square feet on the first floor and an associated mezzanine from automotive repair to amusement game arcade/restaurant (dba. Redemption). The project includes interior alterations. No work is proposed on the second floor level, which is currently occupied by a professional service use.

SITE DESCRIPTION AND PRESENT USE

The subject building at 3252 19th Street is located on a rectangular corner lot (measuring approximately 2,852 square feet) at the northwest intersection of Shotwell and 19th Streets; Lot 025 on Assessor's Block 3591. The property is developed with a two-story industrial building, which measures 31 feet 4 inches in height and 30 feet 6-inches in width. Constructed in 1986, the subject building is not a historic resource. The most recent use on the ground floor was automotive repair (dba. Giglers Auto Body & Painting).

SURROUNDING PROPERTIES AND NEIGHBORHOOD

The subject property is located in the Mission neighborhood. To the west of the subject property is a two-story commercial building with a business service on the ground floor, while to the north of the subject property is a two-story, red brick industrial building.

The immediate neighborhood is mixed in character with two- and three-story residential buildings to the south, commercial and industrial properties to the east, and the San Francisco Fire Department to the southeast.

BUILDING PERMIT NOTIFICATION

TYPE	REQUIRED PERIOD	NOTIFICATION DATES	DR FILE DATE	DR HEARING DATE	FILING TO HEARING TIME
311 Notice	30 days	June 25, 2019 – July 25, 2019	July 25, 2019	November 7, 2019	103 days

HEARING NOTIFICATION

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Posted Notice	20 days	October 18, 2019	October 18, 2019	20 days
Mailed Notice	20 days	October 18, 2019	October 18, 2019	20 days
Online Notice	20 days	October 18, 2019	October 18, 2019	20 days

PUBLIC COMMENT

	SUPPORT	OPPOSED	NO POSITION
Adjacent neighbor(s)	1		
Other neighbors on the block or directly across the street			
Neighborhood Groups	1		

To date, the Department has received letters of support for the Project, including from:

- Mark DeVito, 1025 Hampshire Street
- Johnny Irwin, City Surf Project
- Fiona Ma, California State Treasurer
- Glenn Matthews, 592 South Van Ness Avenue
- Julianne Murrell (Adventures & Biz), 670 Shotwell Street
- Marlene Samson, Costless Maintenance Services, Inc. (CMSC), 3254 19th Street
- Mission Merchants Association
- Mike Earl, Timbuk2

To date, the Department has received letters of opposition to the Project, including from:

- Spike Kahn

DISCRETIONARY REVIEW REQUESTOR

Kevin Ortiz, Cultural Action Network, 72 Woodward Street

DISCRETIONARY REVIEW REQUESTOR'S CONCERNS AND PROPOSED ALTERNATIVES

See attached *Discretionary Review Application*, dated July 25, 2019.

PROJECT SPONSOR'S RESPONSE TO DISCRETIONARY REVIEW APPLICATION

See attached *Response to DR @ 3252 19th Street – Request for Call Tomorrow*, dated August 1, 2019.

ENVIRONMENTAL REVIEW

The Project is exempt from California Environmental Quality Act ("CEQA") as a Class 1 Categorical Exemption.

DEPARTMENT REVIEW

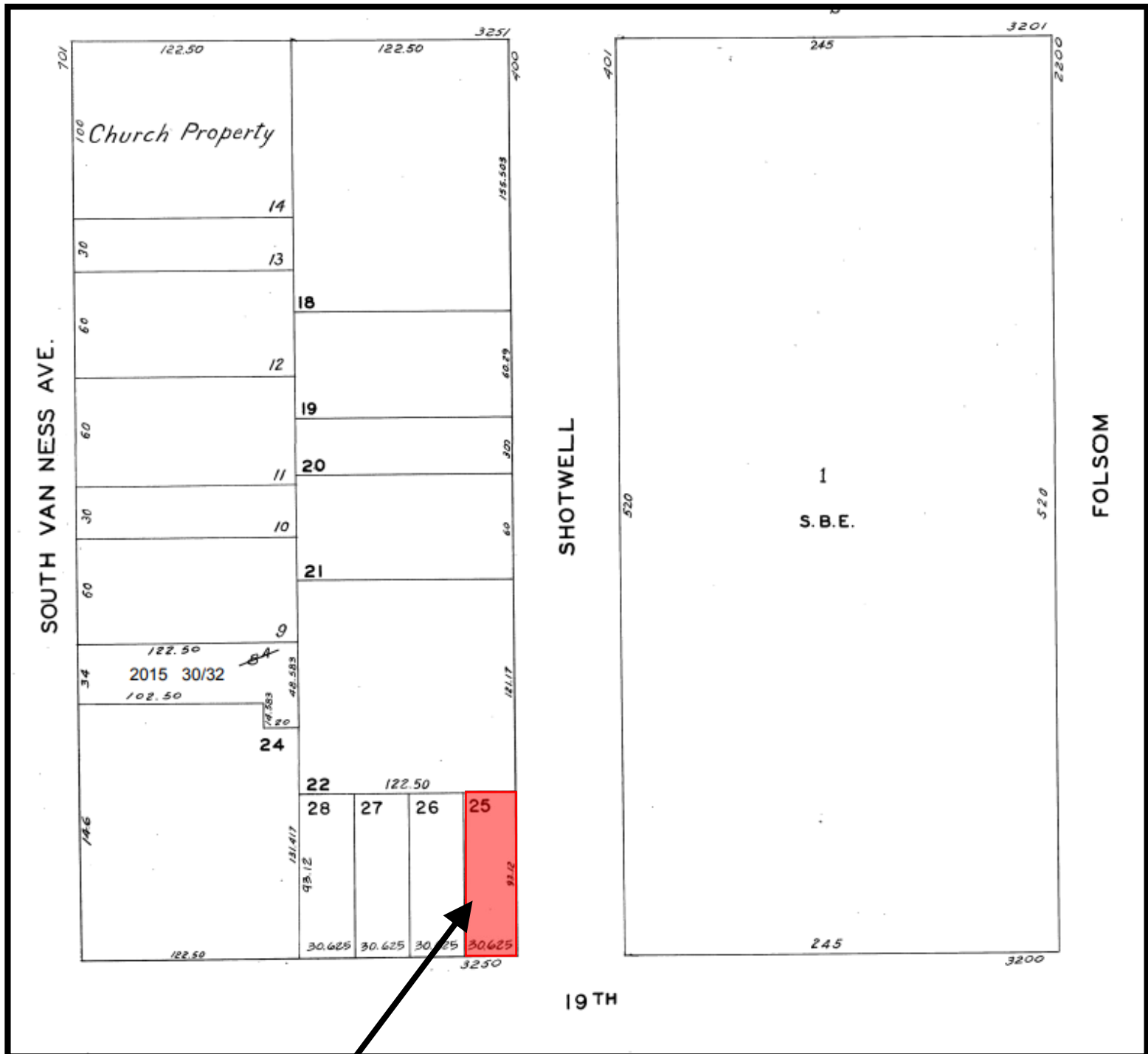
The proposed amusement game arcade (now general entertainment) and restaurant uses are principally permitted in the UMU Zoning District per Planning Code Section 843.

RECOMMENDATION: Do Not Take DR and Approve
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Attachments:

- Block Book Map
- Sanborn Map
- Zoning Map
- Aerial Photographs
- Context Photographs
- Section 311 Notice
- CEQA Determination
- DR Application
- Public Correspondence
- Reduced Plans

Parcel Map

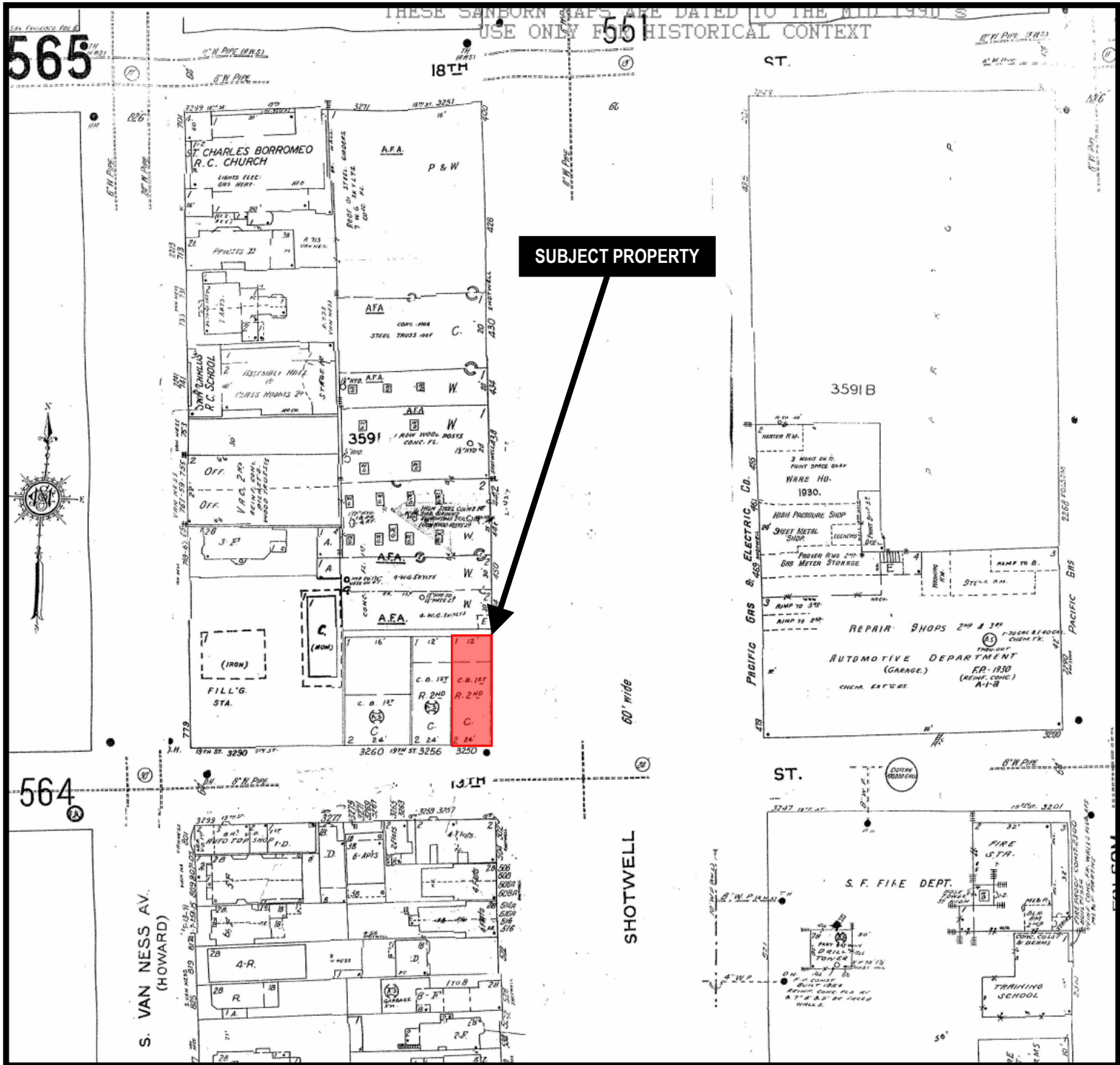


SUBJECT PROPERTY



Discretionary Review Hearing
Record No. 2018-003910DRP
3252 19th Street

Sanborn Map*



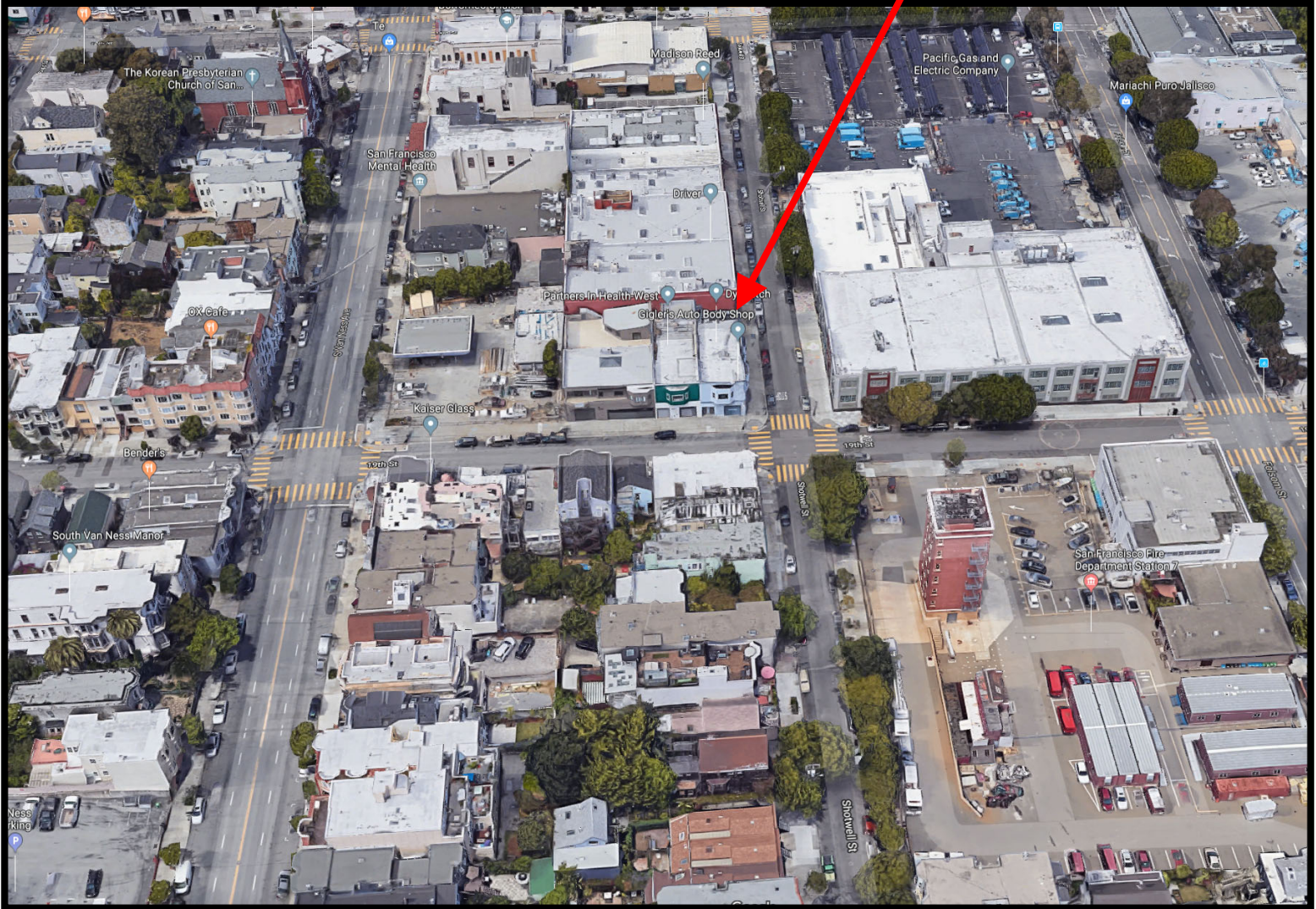
**The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.*



Discretionary Review Hearing
Record No. 2018-003910DRP
3252 19th Street

Aerial Photo – View 1

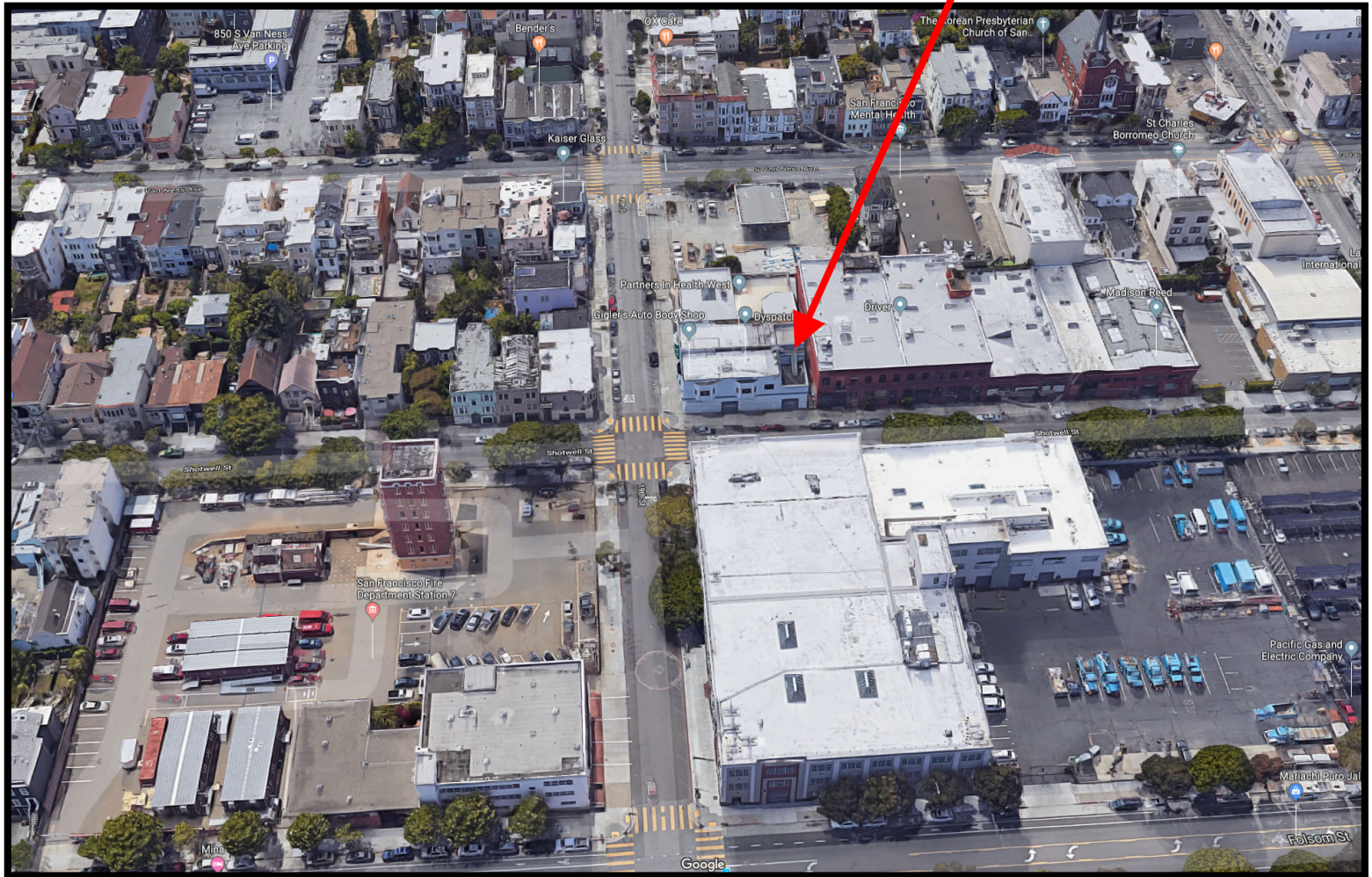
SUBJECT PROPERTY



Discretionary Review Hearing
Record No. 2018-003910DRP
3252 19th Street

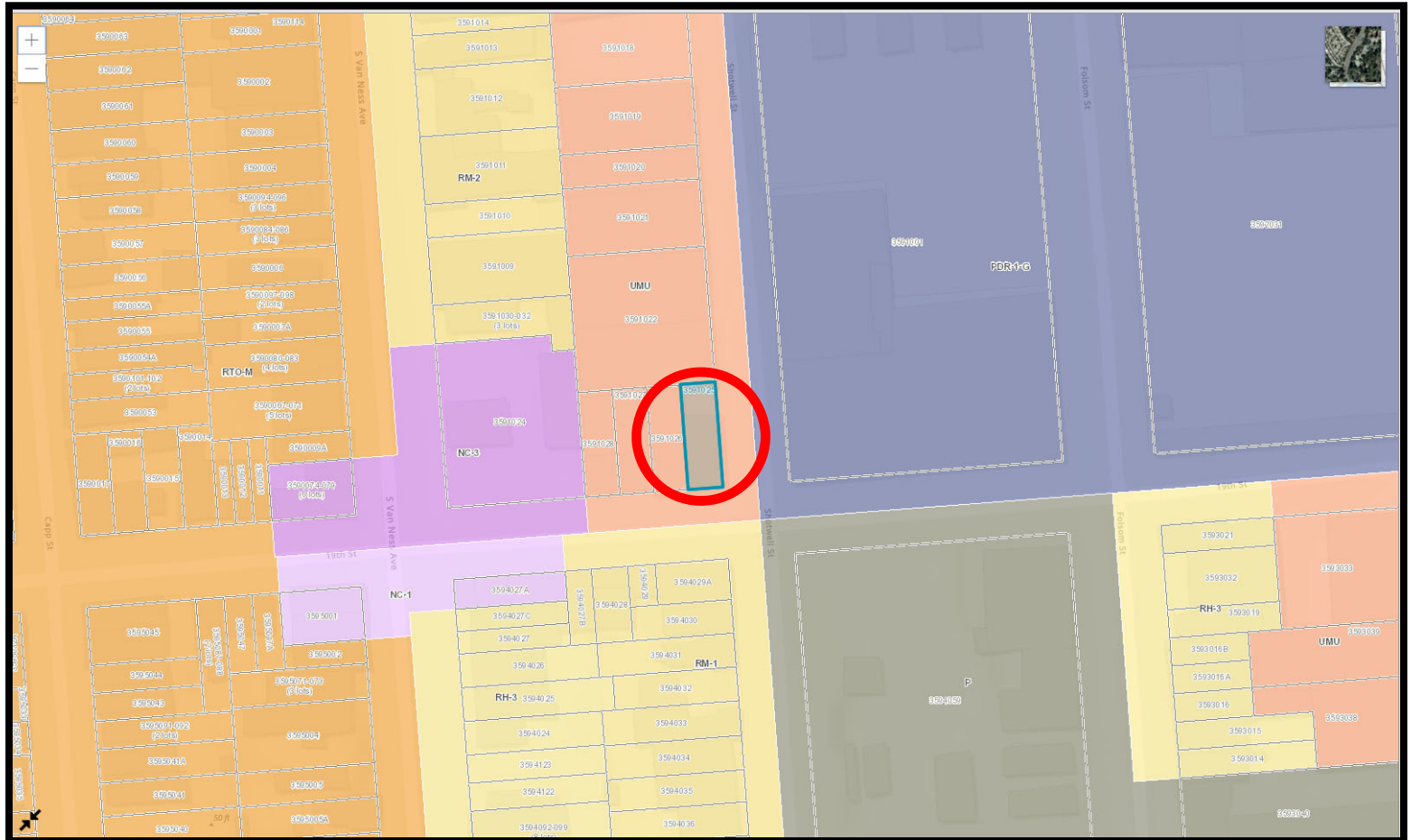
Aerial Photo – View 2

SUBJECT PROPERTY



Discretionary Review Hearing
Record No. 2018-003910DRP
3252 19th Street

Zoning Map



Discretionary Review Hearing
Record No. 2018-003910DRP
3252 19th Street

Site Photo



Discretionary Review Hearing
Record No. 2018-003910DRP
3252 19th Street



SAN FRANCISCO PLANNING DEPARTMENT

1650 Mission Street Suite 400 San Francisco, CA 94103

NOTICE OF BUILDING PERMIT APPLICATION (SECTION 311)

On **April 23, 2019**, Building Permit Application No. **2018.08.16.7612** was filed for work at the Project Address below.

Notice Date: June 25th, 2019

Expiration Date: July 25th, 2019

PROJECT INFORMATION		APPLICANT INFORMATION	
Project Address:	3252 19th Street	Applicant:	Philip Lesser
Cross Street(s):	Shotwell Street	Address:	555 Laurel Avenue #501
Block/Lot No.:	3591/025	City, State:	San Mateo, CA 94401
Zoning District(s):	UMU / 58-X	Telephone:	(650) 346-2903
Record No.:	2018-003910PRJ	Email:	phnsan@msn.com

You are receiving this notice as an owner or occupant of property within 150 feet of the proposed project. **You are not required to take any action.** For more information about the proposed project, or to express concerns about the project, please contact the Applicant listed above or the Planner named below as soon as possible. If you believe that there are exceptional or extraordinary circumstances associated with the project, you may request that the Planning Commission review this application at a public hearing for Discretionary Review. Requests for a Discretionary Review hearing must be filed during the 30-day review period, prior to the close of business on the Expiration Date shown above, or the next business day if that date is on a week-end or a legal holiday. If no Requests for Discretionary Review are filed, this project will be approved by the Planning Department after the Expiration Date.

Members of the public are not required to provide personal identifying information when they communicate with the Commission or the Department. All written or oral communications, including submitted personal contact information, may be made available to the public for inspection and copying upon request and may appear on the Department's website or in other public documents.

PROJECT SCOPE		
<input type="checkbox"/> Demolition	<input type="checkbox"/> New Construction	<input checked="" type="checkbox"/> Alteration
<input checked="" type="checkbox"/> Change of Use	<input type="checkbox"/> Façade Alteration(s)	<input type="checkbox"/> Front Addition
<input type="checkbox"/> Rear Addition	<input type="checkbox"/> Side Addition	<input type="checkbox"/> Vertical Addition
PROJECT FEATURES	EXISTING	PROPOSED
Building Use	Automotive Repair	Amusement Arcade/Restaurant
Front Setback	None	No Change
Building Depth	See Plans	No Change
Height	31-ft 4-in	No Change
Rear Yard	None	No Change
Number of Stories	2	No Change
Number of Dwelling Units	0	No Change
Off-Street Parking	0	No Change
PROJECT DESCRIPTION		
<p>The project includes legalization of a change in use of approximately 2,849 square feet on the first floor and an associated mezzanine from automotive repair to amusement game arcade/restaurant (dba. Redemption). The project includes interior alterations. No work is proposed on the second floor level.</p> <p>The issuance of the building permit by the Department of Building Inspection or the Planning Commission project approval at a discretionary review hearing would constitute as the Approval Action for the project for the purposes of CEQA, pursuant to Section 31.04(h) of the San Francisco Administrative Code.</p>		

To view plans or related documents, visit sf-planning.org/notices and search the Project Address listed above. Once the property is located, click on the dot(s) to view details of the record number above, its related documents and/or plans.

For more information, please contact Planning Department staff:

Rich Sucre, 415-575-9108, richard.sucre@sfgov.org

GENERAL INFORMATION ABOUT PROCEDURES

Reduced copies of the proposed project plans have been included in this mailing for your information. If you have questions about the plans, please contact the project Applicant listed on the front of this notice. You may wish to discuss the plans with your neighbors or neighborhood association, as they may already be aware of the project. If you have general questions about the Planning Department's review process, contact the Planning Information Center (PIC) at 1660 Mission Street, 1st Floor (415) 558-6377 or pic@sfgov.org. If you have specific questions about the proposed project, you should contact the planner listed on the front of this notice.

If you believe that the impact on you from the proposed project is significant and you wish to seek to change the project, there are several procedures you may use. **We strongly urge that steps 1 and 2 be taken.**

1. Request a meeting with the project Applicant to get more information and to explain the project's impact on you.
2. Contact the nonprofit organization Community Boards at (415) 920-3820, or online at www.communityboards.org for a facilitated discussion in a safe and collaborative environment. Community Boards acts as a neutral third party and has, on many occasions, helped reach mutually agreeable solutions.
3. Where you have attempted, through the use of the above steps or other means, to address potential problems without success, please contact the planner listed on the front of this notice to discuss your concerns.

If, after exhausting the procedures outlined above, you still believe that exceptional and extraordinary circumstances exist, you have the option to request that the Planning Commission exercise its discretionary powers to review the project. These powers are reserved for use in exceptional and extraordinary circumstances for projects which generally conflict with the City's General Plan and the Priority Policies of the Planning Code; therefore the Commission exercises its discretion with utmost restraint. This procedure is called Discretionary Review. If you believe the project warrants Discretionary Review by the Planning Commission, **you must file a Discretionary Review application prior to the Expiration Date shown on the front of this notice.** Discretionary Review applications are available at the Planning Information Center (PIC), 1660 Mission Street, 1st Floor, or online at www.sfplanning.org. **You must submit the application in person** at the Planning Information Center (PIC), with all required materials and a check payable to the Planning Department. To determine the fee for a Discretionary Review, please refer to the Planning Department Fee Schedule available at www.sfplanning.org. If the project includes multiple building permits, i.e. demolition and new construction, a **separate request for Discretionary Review must be submitted, with all required materials and fee, for each permit that you feel will have an impact on you.** **Incomplete applications will not be accepted.**

If no Discretionary Review Applications have been filed within the Notification Period, the Planning Department will approve the application and forward it to the Department of Building Inspection for its review.

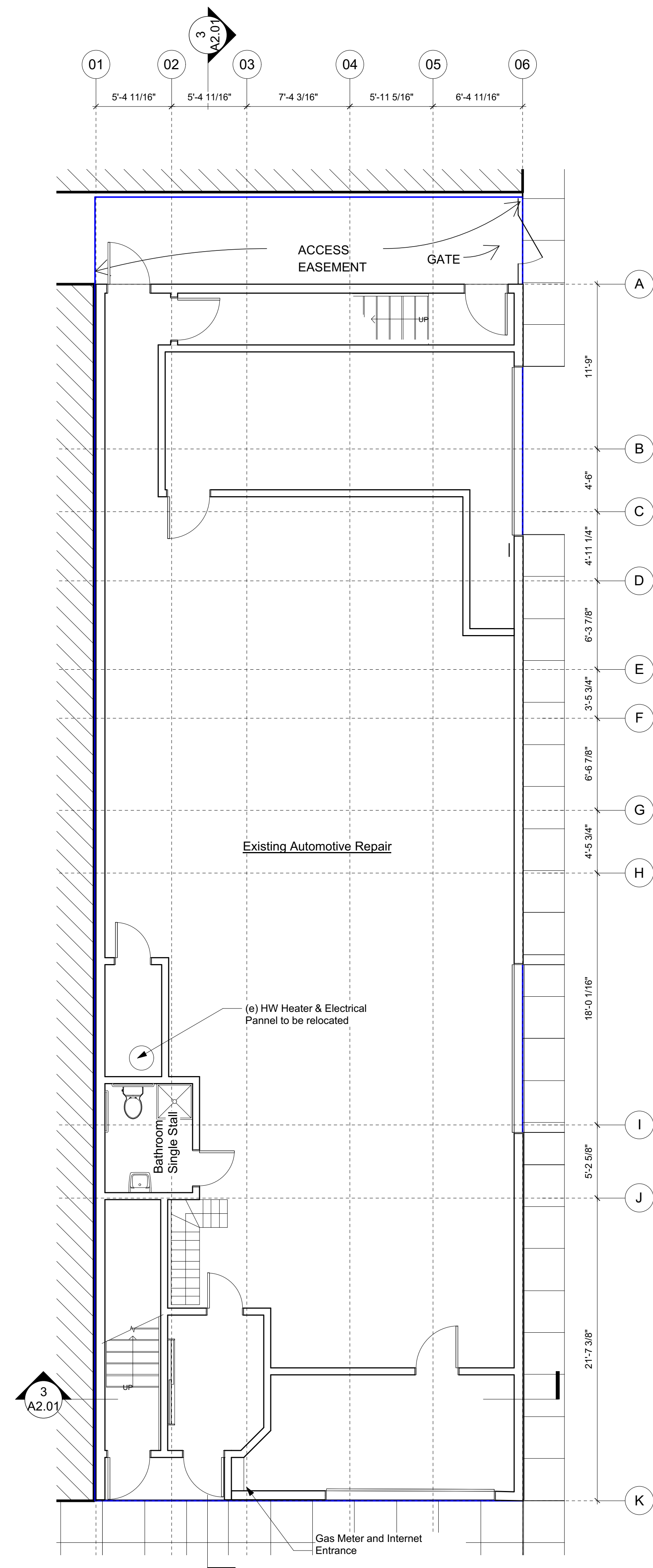
BOARD OF APPEALS

An appeal of the Planning Commission's decision on a Discretionary Review case may be made to the **Board of Appeals within 15 calendar days after the building permit is issued** (or denied) by the Department of Building Inspection. Appeals must be submitted in person at the Board's office at 1650 Mission Street, 3rd Floor, Room 304. For further information about appeals to the Board of Appeals, including current fees, contact the Board of Appeals at (415) 575-6880.

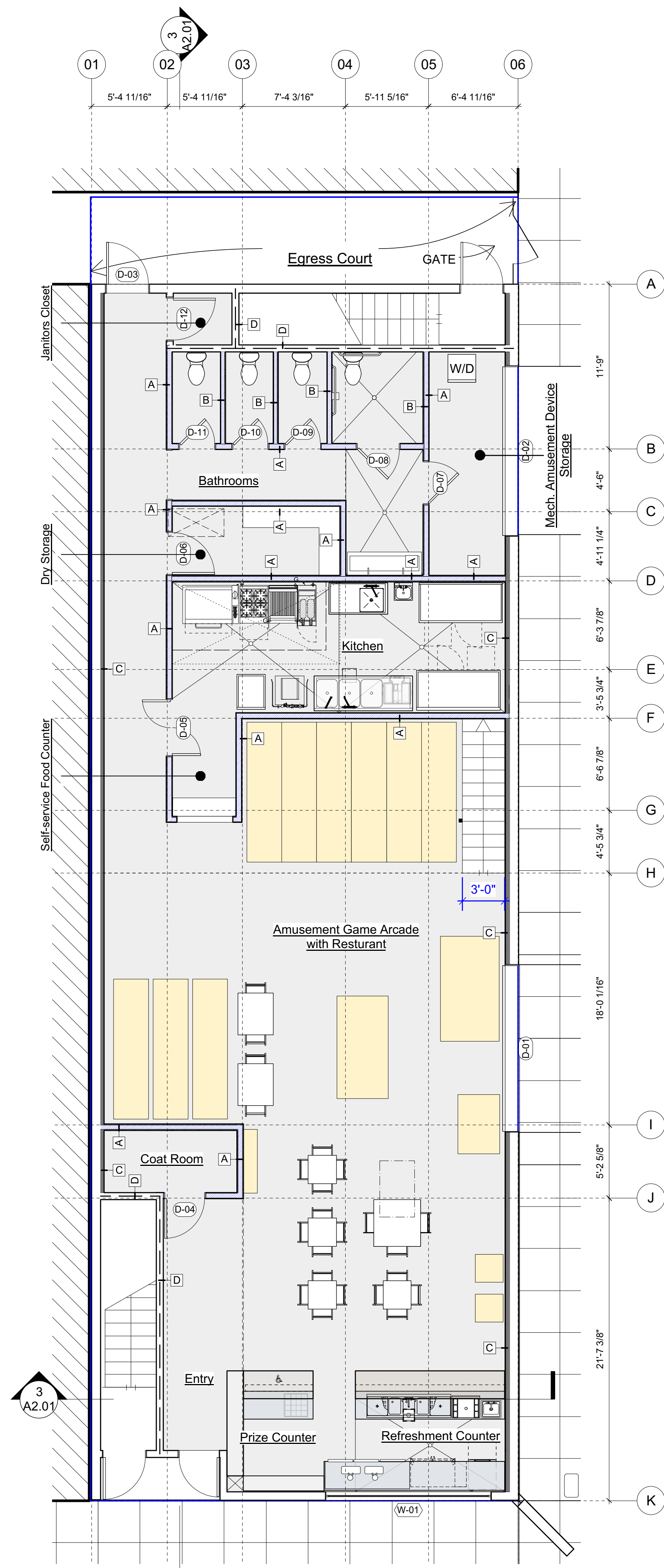
ENVIRONMENTAL REVIEW

This project has undergone preliminary review pursuant to California Environmental Quality Act (CEQA). If, as part of this process, the Department's Environmental Review Officer has deemed this project to be exempt from further environmental review, an exemption determination has been prepared and can be obtained through the Exemption Map at www.sfplanning.org. An appeal of the decision **to exempt the proposed project from CEQA may be made to the Board of Supervisors within 30 calendar days** after the project approval action identified on the determination. The procedures for filing an appeal of an exemption determination are available from the Clerk of the Board at City Hall, Room 244, or by calling (415) 554-5184.

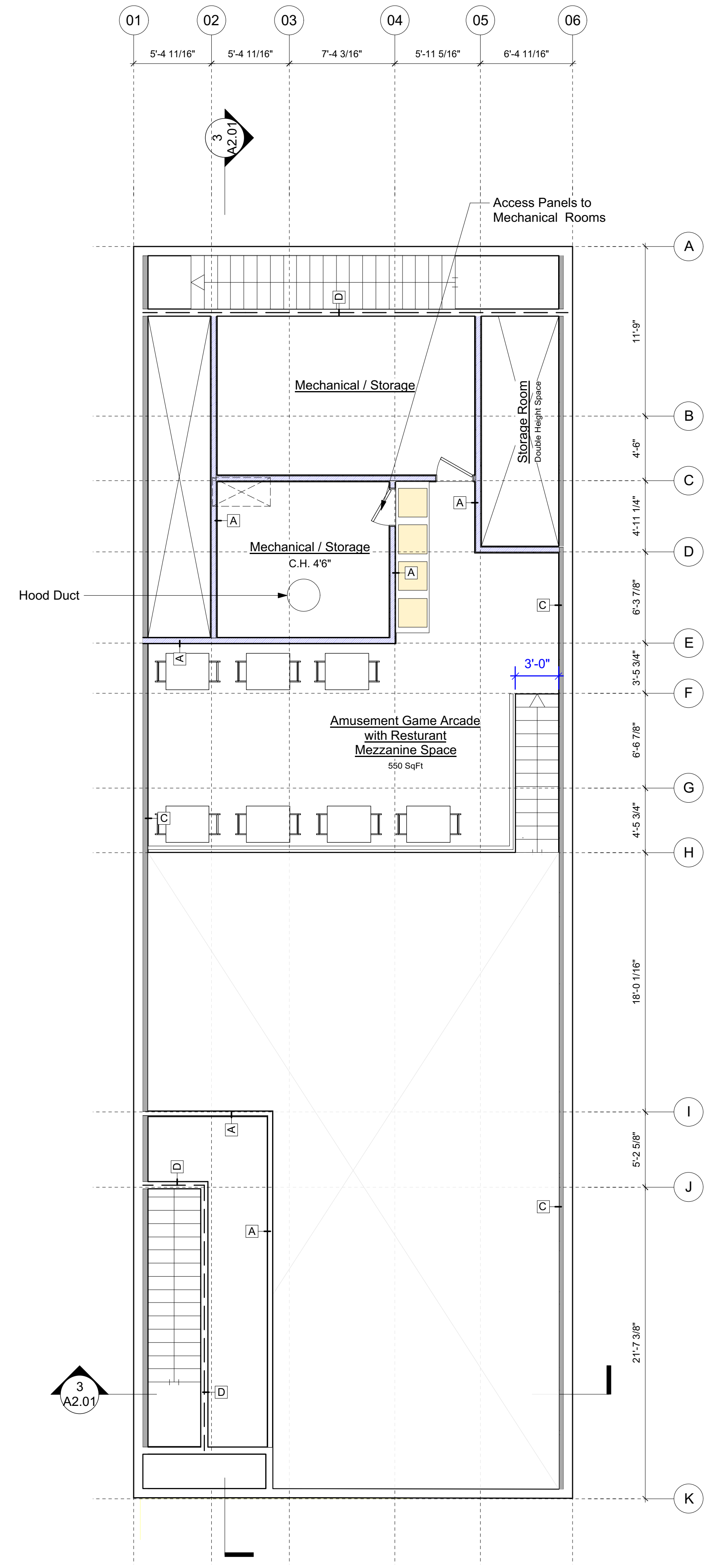
Under CEQA, in a later court challenge, a litigant may be limited to raising only those issues previously raised at a hearing on the project or in written correspondence delivered to the Board of Supervisors, Planning Commission, Planning Department or other City board, commission or department at, or prior to, such hearing, or as part of the appeal hearing process on the CEQA decision.



1 Existing Floor Plan
Scale: 3/16" = 1'-0"



2 Proposed Floor Plan
Scale: 3/16" = 1'-0"



3 Proposed Mezzanine Plan
Scale: 3/16" = 1'-0"



MH ARCHITECTS
2325 3rd st. studio 426
san francisco, ca 94107
matthollis.com
t | 415 977 0194
f | 415 977 0196

This drawing is the property of MH Architects. Any unauthorized use in part or in whole without written permission is prohibited.



**Redemption
Tenant Improvement**
3252 19th St. San
Francisco, CA 94110
APN 3591 - 025

PUBLISH	DATE
Admin. Change of Use	04.23.19
Pre-app Request	05.06.19
Pre-app meeting minutes	06.03.19
311 Notification	06.17.19

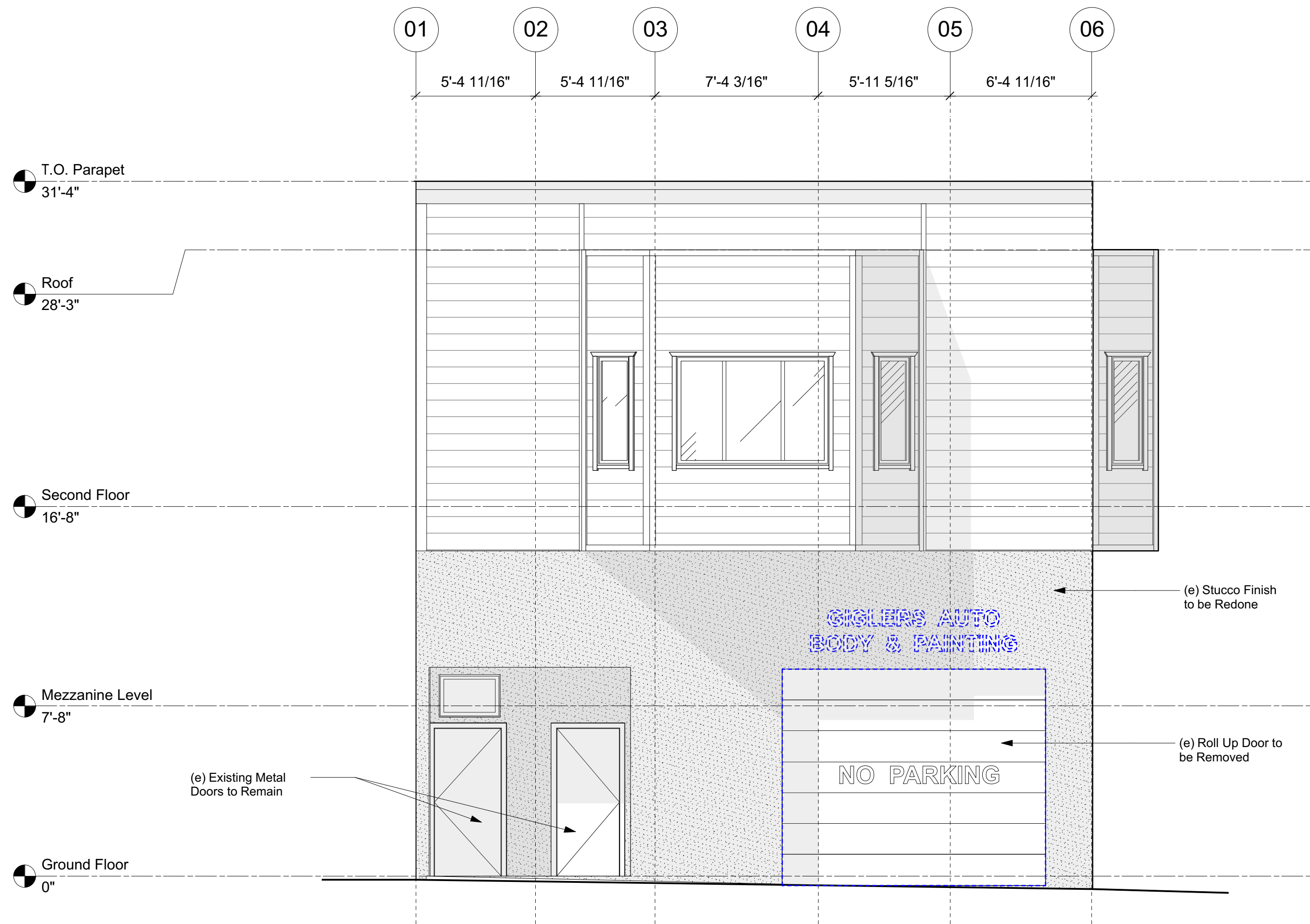
REV	DATE
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Date: 06.17.19
Drawn by: 1907
Project No: As Noted
Scale:

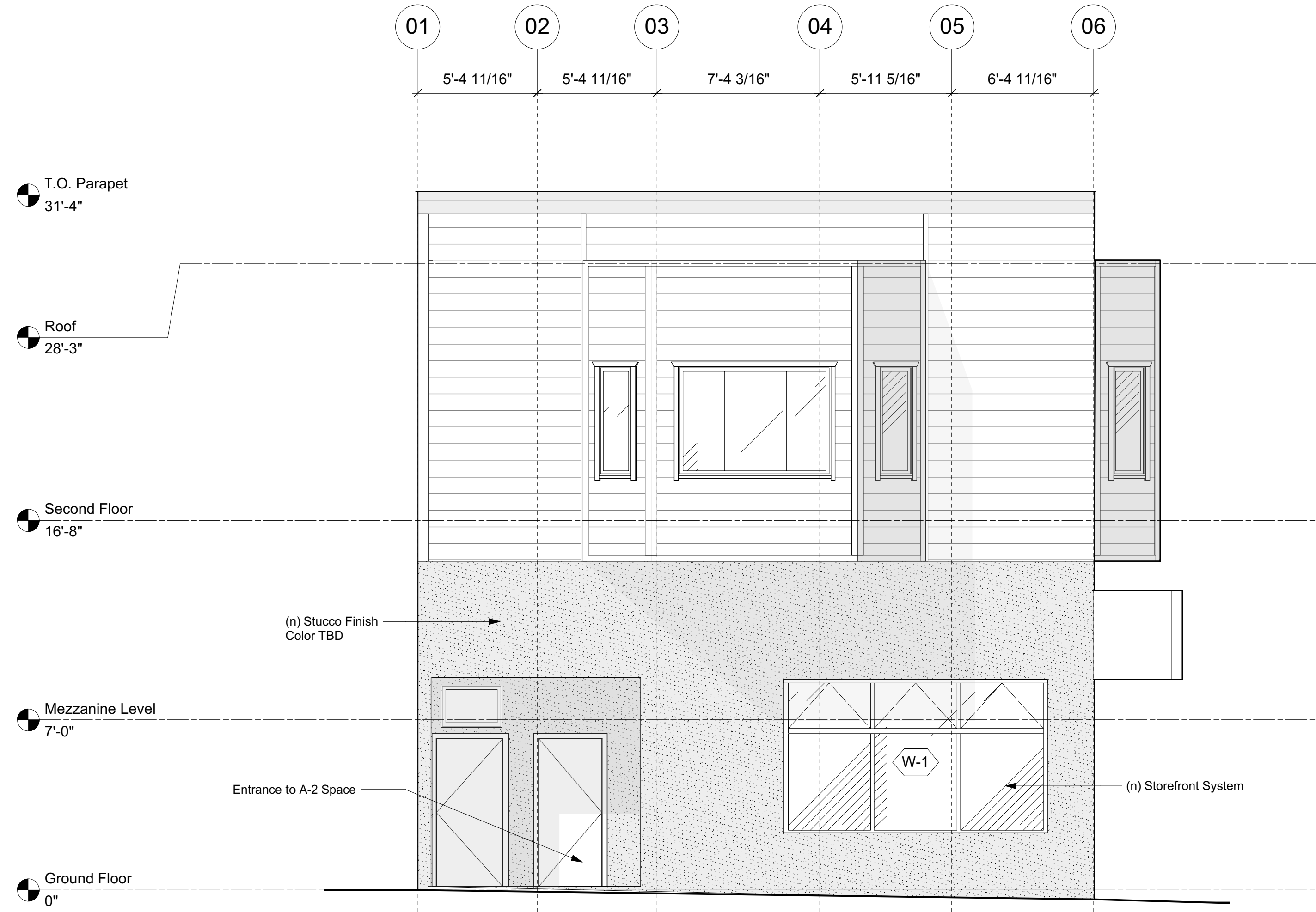
Floor Plans

SHEET NO:
A1.01





1 Existing Front Elevation
Scale: 1/4" = 1'-0"



2 Proposed Front Elevation
Scale: 1/4" = 1'-0"



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Redemption
Tenant Improvement
3252 19th St. San Francisco, CA 94110
APN 3591 - 025

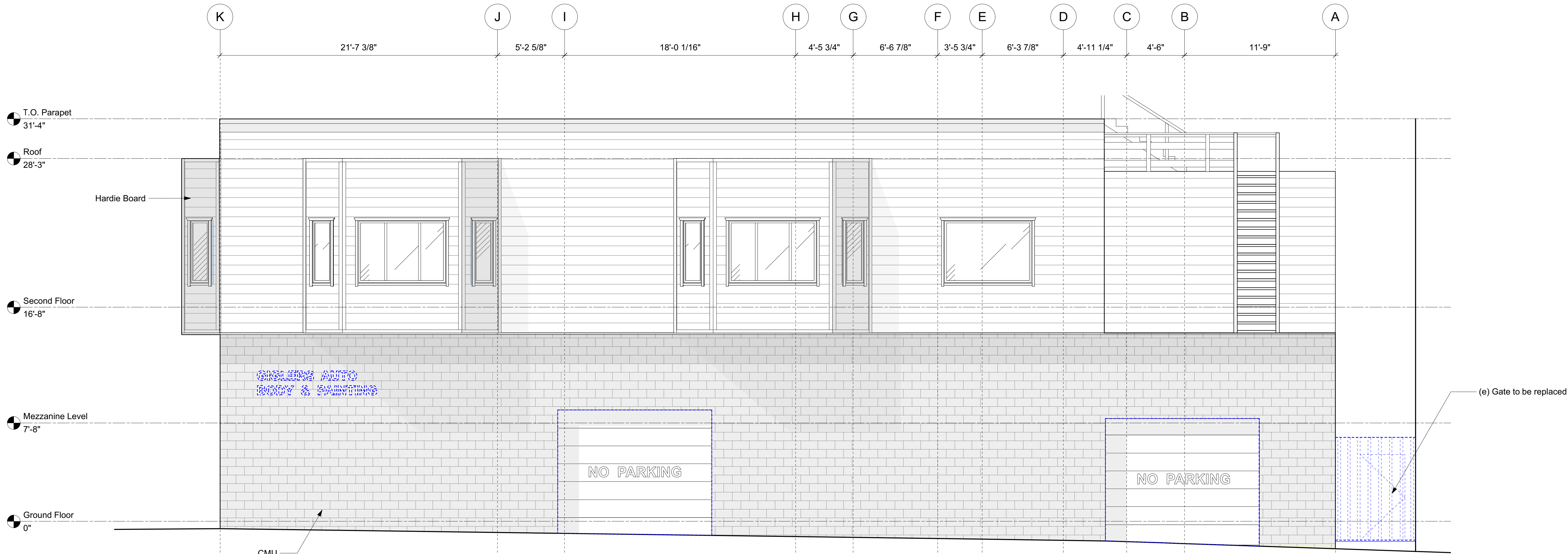
PUBLISH	DATE
Admin. Change of Use	04.23.19
Pre-app Request	05.06.19
Pre-app meeting minutes	06.03.19
311 Notification	06.17.19

REV DATE

Date: 06.17.19
Drawn by: 1907
Project No: As Noted
Scale:

Exterior Elevations

SHEET NO:
A2.01



2 Existing East Elevation
Scale: 1/4" = 1'-0"



4 Proposed East Elevation Option 1
Scale: 1/4" = 1'-0"



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Redemption
Tenant Improvement
3252 19th St. San Francisco, CA 94110
APN 3591 - 025

PUBLISH	DATE
Admin. Change of Use	04.23.19
Pre-app Request	05.06.19
Pre-app meeting minutes	06.03.19
311 Notification	06.17.19

REV	DATE
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Date: 06.17.19
Drawn by: 1907
Scale: As Noted

Exterior Elevations

SHEET NO:

A2.02



SAN FRANCISCO PLANNING DEPARTMENT

CEQA Categorical Exemption Determination

PROPERTY INFORMATION/PROJECT DESCRIPTION

Project Address		Block/Lot(s)
3252 19th Street		3591025
Case No.		Permit No.
2018-003910PRJ		201808167612
<input checked="" type="checkbox"/> Addition/ Alteration	<input type="checkbox"/> Demolition (requires HRE for Category B Building)	<input type="checkbox"/> New Construction
Project description for Planning Department approval. ADMINISTRATIVE ONLY CHANGE OF USE OF THE ENTIRE GR FL (E) AUTOMOTIVE REPAIR (SEC 890.15) TO (P) AMUSEMENT GAME ARCADE - MECH AMUSEMENT DEVICES (SEC 890.4) WITH ACCESSORY BONA FIDE RESTAURANT (SEC 843.45) TO COMPLY WITH PLANNING CODE SEC 171 AND THEREBY ABATE NOTICE OF ENFORCEMENT 2018-003910ENF; (P)		

STEP 1: EXEMPTION CLASS

The project has been determined to be categorically exempt under the California Environmental Quality Act (CEQA).	
<input checked="" type="checkbox"/>	Class 1 - Existing Facilities. Interior and exterior alterations; additions under 10,000 sq. ft.
<input type="checkbox"/>	Class 3 - New Construction. Up to three new single-family residences or six dwelling units in one building; commercial/office structures; utility extensions; change of use under 10,000 sq. ft. if principally permitted or with a CU.
<input type="checkbox"/>	Class 32 - In-Fill Development. New Construction of seven or more units or additions greater than 10,000 sq. ft. and meets the conditions described below: (a) The project is consistent with the applicable general plan designation and all applicable general plan policies as well as with applicable zoning designation and regulations. (b) The proposed development occurs within city limits on a project site of no more than 5 acres substantially surrounded by urban uses. (c) The project site has no value as habitat for endangered rare or threatened species. (d) Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality. (e) The site can be adequately served by all required utilities and public services. FOR ENVIRONMENTAL PLANNING USE ONLY
<input type="checkbox"/>	Class ____

STEP 2: CEQA IMPACTS

TO BE COMPLETED BY PROJECT PLANNER

<input type="checkbox"/>	Air Quality: Would the project add new sensitive receptors (specifically, schools, day care facilities, hospitals, residential dwellings, and senior-care facilities within an Air Pollution Exposure Zone? Does the project have the potential to emit substantial pollutant concentrations (e.g., backup diesel generators, heavy industry, diesel trucks, etc.)? (refer to EP_ArcMap > CEQA Catex Determination Layers > Air Pollution Exposure Zone)
<input type="checkbox"/>	Hazardous Materials: If the project site is located on the Maher map or is suspected of containing hazardous materials (based on a previous use such as gas station, auto repair, dry cleaners, or heavy manufacturing, or a site with underground storage tanks): Would the project involve 50 cubic yards or more of soil disturbance - or a change of use from industrial to residential? <i>if the applicant presents documentation of enrollment in the San Francisco Department of Public Health (DPH) Maher program, a DPH waiver from the Maher program, or other documentation from Environmental Planning staff that hazardous material effects would be less than significant (refer to EP_ArcMap > Maher layer).</i>
<input type="checkbox"/>	Transportation: Does the project involve a child care facility or school with 30 or more students, or a location 1,500 sq. ft. or greater? Does the project have the potential to adversely affect transit, pedestrian and/or bicycle safety (hazards) or the adequacy of nearby transit, pedestrian and/or bicycle facilities?
<input type="checkbox"/>	Archeological Resources: Would the project result in soil disturbance/modification greater than two (2) feet below grade in an archeological sensitive area or eight (8) feet in a non -archeological sensitive area? If yes, archeo review is required (refer to EP_ArcMap > CEQA Catex Determination Layers > Archeological Sensitive Area)
<input type="checkbox"/>	Subdivision/Lot Line Adjustment: Does the project site involve a subdivision or lot line adjustment on a lot with a slope average of 20% or more? (refer to EP_ArcMap > CEQA Catex Determination Layers > Topography). If yes, Environmental Planning must issue the exemption.
<input type="checkbox"/>	Slope = or > 25%: Does the project involve any of the following: (1) square footage expansion greater than 500 sq. ft. outside of the existing building footprint, (2) excavation of 50 cubic yards or more of soil, (3) new construction? (refer to EP_ArcMap > CEQA Catex Determination Layers > Topography) If box is checked, a geotechnical report is required and Environmental Planning must issue the exemption.
<input type="checkbox"/>	Seismic: Landslide Zone: Does the project involve any of the following: (1) square footage expansion greater than 500 sq. ft. outside of the existing building footprint, (2) excavation of 50 cubic yards or more of soil, (3) new construction? (refer to EP_ArcMap > CEQA Catex Determination Layers > Seismic Hazard Zones) If box is checked, a geotechnical report is required and Environmental Planning must issue the exemption.
<input type="checkbox"/>	Seismic: Liquefaction Zone: Does the project involve any of the following: (1) square footage expansion greater than 500 sq. ft. outside of the existing building footprint, (2) excavation of 50 cubic yards or more of soil, (3) new construction? (refer to EP_ArcMap > CEQA Catex Determination Layers > Seismic Hazard Zones) If box is checked, a geotechnical report will likely be required and Environmental Planning must issue the exemption.
Comments and Planner Signature (optional): Richard Sucre	

STEP 3: PROPERTY STATUS - HISTORIC RESOURCE
TO BE COMPLETED BY PROJECT PLANNER

PROPERTY IS ONE OF THE FOLLOWING: (refer to Property Information Map)	
<input type="checkbox"/>	Category A: Known Historical Resource. GO TO STEP 5.
<input type="checkbox"/>	Category B: Potential Historical Resource (over 45 years of age). GO TO STEP 4.
<input checked="" type="checkbox"/>	Category C: Not a Historical Resource or Not Age Eligible (under 45 years of age). GO TO STEP 6.

STEP 4: PROPOSED WORK CHECKLIST
TO BE COMPLETED BY PROJECT PLANNER

Check all that apply to the project.	
<input type="checkbox"/>	1. Change of use and new construction. Tenant improvements not included.
<input type="checkbox"/>	2. Regular maintenance or repair to correct or repair deterioration, decay, or damage to building.
<input type="checkbox"/>	3. Window replacement that meets the Department's <i>Window Replacement Standards</i> . Does not include storefront window alterations.
<input type="checkbox"/>	4. Garage work. A new opening that meets the <i>Guidelines for Adding Garages and Curb Cuts</i> , and/or replacement of a garage door in an existing opening that meets the Residential Design Guidelines.
<input type="checkbox"/>	5. Deck, terrace construction, or fences not visible from any immediately adjacent public right-of-way.
<input type="checkbox"/>	6. Mechanical equipment installation that is not visible from any immediately adjacent public right-of-way.
<input type="checkbox"/>	7. Dormer installation that meets the requirements for exemption from public notification under <i>Zoning Administrator Bulletin No. 3: Dormer Windows</i> .
<input type="checkbox"/>	8. Addition(s) that are not visible from any immediately adjacent public right-of-way for 150 feet in each direction; does not extend vertically beyond the floor level of the top story of the structure or is only a single story in height; does not have a footprint that is more than 50% larger than that of the original building; and does not cause the removal of architectural significant roofing features.
Note: Project Planner must check box below before proceeding.	
<input type="checkbox"/>	Project is not listed. GO TO STEP 5.
<input type="checkbox"/>	Project does not conform to the scopes of work. GO TO STEP 5.
<input type="checkbox"/>	Project involves four or more work descriptions. GO TO STEP 5.
<input type="checkbox"/>	Project involves less than four work descriptions. GO TO STEP 6.

STEP 5: CEQA IMPACTS - ADVANCED HISTORICAL REVIEW
TO BE COMPLETED BY PROJECT PLANNER

Check all that apply to the project.	
<input type="checkbox"/>	1. Project involves a known historical resource (CEQA Category A) as determined by Step 3 and conforms entirely to proposed work checklist in Step 4.
<input type="checkbox"/>	2. Interior alterations to publicly accessible spaces.
<input type="checkbox"/>	3. Window replacement of original/historic windows that are not "in-kind" but are consistent with existing historic character.
<input type="checkbox"/>	4. Façade/storefront alterations that do not remove, alter, or obscure character-defining features.
<input type="checkbox"/>	5. Raising the building in a manner that does not remove, alter, or obscure character-defining features.
<input type="checkbox"/>	6. Restoration based upon documented evidence of a building's historic condition, such as historic photographs, plans, physical evidence, or similar buildings.

<input type="checkbox"/>	7. Addition(s) , including mechanical equipment that are minimally visible from a public right-of-way and meet the <i>Secretary of the Interior's Standards for Rehabilitation</i> .
<input type="checkbox"/>	8. Other work consistent with the <i>Secretary of the Interior Standards for the Treatment of Historic Properties</i> (specify or add comments):
<input type="checkbox"/>	9. Other work that would not materially impair a historic district (specify or add comments): (Requires approval by Senior Preservation Planner/Preservation Coordinator)
<input type="checkbox"/>	10. Reclassification of property status. (Requires approval by Senior Preservation Planner/Preservation <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="width: 45%;"> <input type="checkbox"/> Reclassify to Category A a. Per HRER or PTR dated b. Other (specify): </div> <div style="width: 45%;"> <input type="checkbox"/> Reclassify to Category C (attach HRER or PTR) </div> </div>
Note: If ANY box in STEP 5 above is checked, a Preservation Planner MUST sign below.	
<input type="checkbox"/>	Project can proceed with categorical exemption review. The project has been reviewed by the Preservation Planner and can proceed with categorical exemption review. GO TO STEP 6.
Comments (optional):	
Preservation Planner Signature:	

STEP 6: CATEGORICAL EXEMPTION DETERMINATION
TO BE COMPLETED BY PROJECT PLANNER

<input checked="" type="checkbox"/>	No further environmental review is required. The project is categorically exempt under CEQA. There are no unusual circumstances that would result in a reasonable possibility of a significant effect.	
	Project Approval Action: Building Permit If Discretionary Review before the Planning Commission is requested, the Discretionary Review hearing is the Approval Action for the project.	Signature: Richard Sucre 10/30/2019
Once signed or stamped and dated, this document constitutes a categorical exemption pursuant to CEQA Guidelines and Chapter 31 of the Administrative Code. In accordance with Chapter 31 of the San Francisco Administrative Code, an appeal of an exemption determination can only be filed within 30 days of the project receiving the approval action. Please note that other approval actions may be required for the project. Please contact the assigned planner for these approvals.		

STEP 7: MODIFICATION OF A CEQA EXEMPT PROJECT

TO BE COMPLETED BY PROJECT PLANNER

In accordance with Chapter 31 of the San Francisco Administrative Code, when a California Environmental Quality Act (CEQA) exempt project changes after the Approval Action and requires a subsequent approval, the Environmental Review Officer (or his or her designee) must determine whether the proposed change constitutes a substantial modification of that project. This checklist shall be used to determine whether the proposed changes to the approved project would constitute a "substantial modification" and, therefore, be subject to additional environmental review pursuant to CEQA.

PROPERTY INFORMATION/PROJECT DESCRIPTION

Project Address (If different than front page)		Block/Lot(s) (If different than front page)
3252 19th Street		3591/025
Case No.	Previous Building Permit No.	New Building Permit No.
2018-003910PRJ	201808167612	
Plans Dated	Previous Approval Action	New Approval Action
	Building Permit	
Modified Project Description:		

DETERMINATION IF PROJECT CONSTITUTES SUBSTANTIAL MODIFICATION

Compared to the approved project, would the modified project:	
<input type="checkbox"/>	Result in expansion of the building envelope, as defined in the Planning Code;
<input type="checkbox"/>	Result in the change of use that would require public notice under Planning Code Sections 311 or 312;
<input type="checkbox"/>	Result in demolition as defined under Planning Code Section 317 or 19005(f)?
<input type="checkbox"/>	Is any information being presented that was not known and could not have been known at the time of the original determination, that shows the originally approved project may no longer qualify for the exemption?
If at least one of the above boxes is checked, further environmental review is required.	

DETERMINATION OF NO SUBSTANTIAL MODIFICATION

<input type="checkbox"/>	The proposed modification would not result in any of the above changes.
If this box is checked, the proposed modifications are categorically exempt under CEQA, in accordance with prior project approval and no additional environmental review is required. This determination shall be posted on the Planning Department website and office and mailed to the applicant, City approving entities, and anyone requesting written notice. In accordance with Chapter 31, Sec 31.08j of the San Francisco Administrative Code, an appeal of this determination can be filed within 10 days of posting of this determination.	
Planner Name:	Date:



RECEIVED

JUL 25 2019

CITY & COUNTY OF S.F.
PLANNING DEPARTMENT
PIC

DISCRETIONARY REVIEW APPLICATION

Property Owner's Information

Name: PHILIP LESSER

Address: 555 LAUREL AVE #501
SAN MATEO, CA 94401

Email Address: PHNSAN@MSN.COM

Telephone: 650-346-2903

Applicant Information (if applicable)

Name: Kevin Ortiz

Same as above ☐

Company/Organization: Cultural Action Network

Address: 72 Woodward St

Email Address: Kevinortiz5p@gmail.com

Telephone: (415) 680-7473

Please Select Billing Contact:

☐ Owner

☒ Applicant

☐ Other (see below for details)

Name: _____ Email: _____ Phone: _____

Please Select Primary Project Contact:

☐ Owner

☒ Applicant

☐ Billing

Property Information

Project Address: 3252 19TH STREET

Block/Lot(s): 3591/025

Plan Area: UMU/58X

Project Description:

Please provide a narrative project description that summarizes the project and its purpose.

PROJECT DESCRIPTION

The project includes legalization of a change in use of approximately 2,849 square feet on the first floor and an associated mezzanine from automotive repair to amusement game arcade/restaurant (dba. Redemption). The project includes interior alterations. No work is proposed on the second floor level.

Project Details:

- ☒ Change of Use ☐ New Construction ☐ Demolition ☐ Facade Alterations ☐ ROW Improvements
☐ Additions ☐ Legislative/Zoning Changes ☐ Lot Line Adjustment-Subdivision ☐ Other _____

Estimated Construction Cost: _____

- Residential:** ☐ Special Needs ☐ Senior Housing ☐ 100% Affordable ☐ Student Housing ☐ Dwelling Unit Legalization
☐ Inclusionary Housing Required ☐ State Density Bonus ☐ Accessory Dwelling Unit

- Non-Residential:** ☐ Formula Retail ☐ Medical Cannabis Dispensary ☐ Tobacco Paraphernalia Establishment
☐ Financial Service ☐ Massage Establishment ☒ Other: AUTO REPAIR TO
AMUSEMENT ARCADE /
RESTAURANT

Related Building Permits Applications

Building Permit Applications No(s): 2018.08.16.7612

ACTIONS PRIOR TO A DISCRETIONARY REVIEW REQUEST

In reviewing applications for Certificate of Appropriateness the Historic Preservation Commission, Department staff, Board of Appeals and/or Board of Supervisors, and the Planning Commission shall be governed by *The Secretary of the Interior's Standards for the Treatment of Historic Properties* pursuant to Section 1006.6 of the Planning Code. Please respond to each statement completely (Note: Attach continuation sheets, if necessary). Give reasons as to *how* and *why* the project meets the ten Standards rather than merely concluding that it does so. IF A GIVEN REQUIREMENT DOES NOT APPLY TO YOUR PROJECT, EXPLAIN WHY IT DOES NOT.

PRIOR ACTION	YES	NO
Have you discussed this project with the permit applicant?		X
Did you discuss the project with the Planning Department permit review planner?		X
Did you participate in outside mediation on this case? (including Community Boards)		X

CHANGES MADE TO THE PROJECT AS A RESULT OF MEDIATION

If you have discussed the project with the applicant, planning staff or gone through mediation, please attach a summary of the result, including any changes that were made to the proposed project.

N/A

DISCRETIONARY REVIEW REQUEST

In the space below and on separate paper, if necessary, please present facts sufficient to answer each question.

1. What are the reasons for requesting Discretionary Review? The project meets the standards of the Planning Code and the Residential Design Guidelines. What are the exceptional and extraordinary circumstances that justify Discretionary Review of the project? How does the project conflict with the City's General Plan or the Planning Code's Priority Policies or Residential Design Guidelines? Please be specific and site specific sections of the Residential Design Guidelines.

SEE ATTACHED

-
2. The Residential Design Guidelines assume some impacts to be reasonable and expected as part of construction. Please explain how this project would cause unreasonable impacts. If you believe your property, the property of others or the neighborhood would be unreasonably affected, please state who would be affected, and how.

SEE ATTACHED RE (1) AND (3)

-
3. What alternatives or changes to the proposed project, beyond the changes (if any) already made would respond to the exceptional and extraordinary circumstances and reduce the adverse effects noted above in question #1?

SEE ATTACHED

APPLICANT'S AFFIDAVIT

Under penalty of perjury the following declarations are made:

- a) The undersigned is the owner or authorized agent of the owner of this property.
- b) The information presented is true and correct to the best of my knowledge.
- c) Other information or applications may be required.



Signature

Kevin Ortiz

Name (Printed)

DR Applicant

Relationship to Project
(i.e. Owner, Architect, etc.)

(415) 680-7973

Phone

Kevinortizsf@gmail.com

Email

APPLICANT'S SITE VISIT CONSENT FORM

I hereby authorize City and County of San Francisco Planning staff to conduct a site visit of this property, making all portions of the interior and exterior accessible.

Signature

Name (Printed)

Date

For Department Use Only

Application received by Planning Department:

By: _____

Date: _____

Discretionary Review Request for 3252 19th Street

1. What are the reasons for requesting Discretionary Review?

This unauthorized conversion of Production, Distribution, and Repair space is in direct conflict with Mission Area Plan Objective 1.7: "Retain the Mission's role as an important location for production, distribution, and repair (PDR) activities."

This area is soon to be part of the expanded Latino Cultural District, and PDR is critical for entry-level jobs and higher earnings for workers without college educations including our immigrant populations.

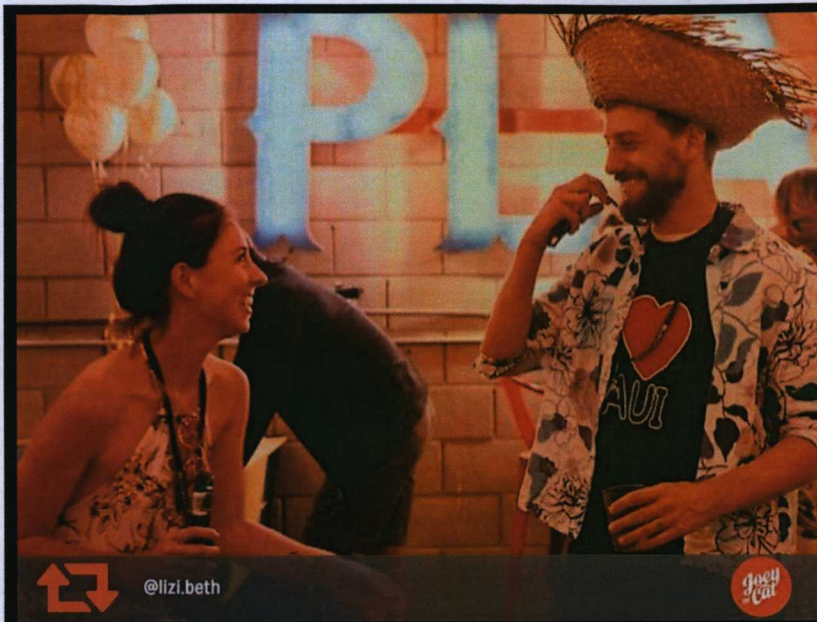
One of the main threats to the Mission and its working-class and Latino families who are being driven out by gentrification right now is the conversions from blue-collar work sites and community-serving sites to destination and party sites for wealthier newcomers to the city.

This proposal is a quintessential example of this problem and will contribute to further displacement impacts - converting a site that has been an auto shop and arts space into a party space for principally upscale workers, as epitomized by the photos of the unauthorized conversion already online. Groups like Google and Uber are already using the space for illegal parties at this point.

While we are not aware that this site has been providing these kinds of jobs most recently, after displacing the popular arts space Shotwell Studios from the space, this conversion will further add to price pressure on our disappearing PDR parcels.

3. What alternatives or changes to the proposed project...would reduce the adverse effects noted above in question number 1?

This project should remain community-stabilizing industrial space. If the tenant wishes to open a party space there are many such available spaces in the city they could utilize. We would ask that they consider ways they can make their new space elsewhere affordable and welcoming to the working class if they decide to open in a similarly sensitive area.



Joey The Cat

Like This Page · June 8, 2017 ·

Shoutout to @lizi.beth for this great photo at our venue. Send in your photos for a chance to be featured 📸. #teambuilding #officeparties

3

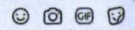
Like

Comment

Share



Write a comment...



Joey The Cat

Like This Page · September 16, 2016 ·

Calling all Office Managers, Executive Assistants, and corporate Event Planners! Our last open house of the year is at the end of the month. Enjoy free food, drinks, and check out our event space. Message us for an invite/details!

4

3 Shares

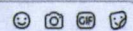
Like

Comment

Share



Write a comment...



Response to DR @ 3252 19th Street - Request for Call Tomorrow

□

Joey Mucha <joemucha@gmail.com>

Thu 8/1/2019 10:35 PM

- You;
- kevinortizsf@gmail.com;
- Sucre, Richard (CPC);
- Rachna Rachna

□

Hi Kevin -

(CC'd Rich Sucre & Rachna Rachna from SF Planning, & Phil Lesser)

I've received your application for Discretionary Review and would like to provide my thoughts, see below. Additionally, I look forward to discussing this with you over the phone.

1. Unauthorized conversion of PDR space.

Arcade/Restaurant is in fact a permitted use (no conditional use required) in the UMU zoning of our building. My arcade rental business has an immediate component of PDR as all of the arcade machines will constantly need repair services which my company provides. We also provide arcade machines & repair services at 17 establishments throughout the San Francisco Bay Area. When my family purchased this vacant building, one of the deciding factors was that Arcade is a permissible usage (UMU zoning).



2. Latino Cultural District pending expansion

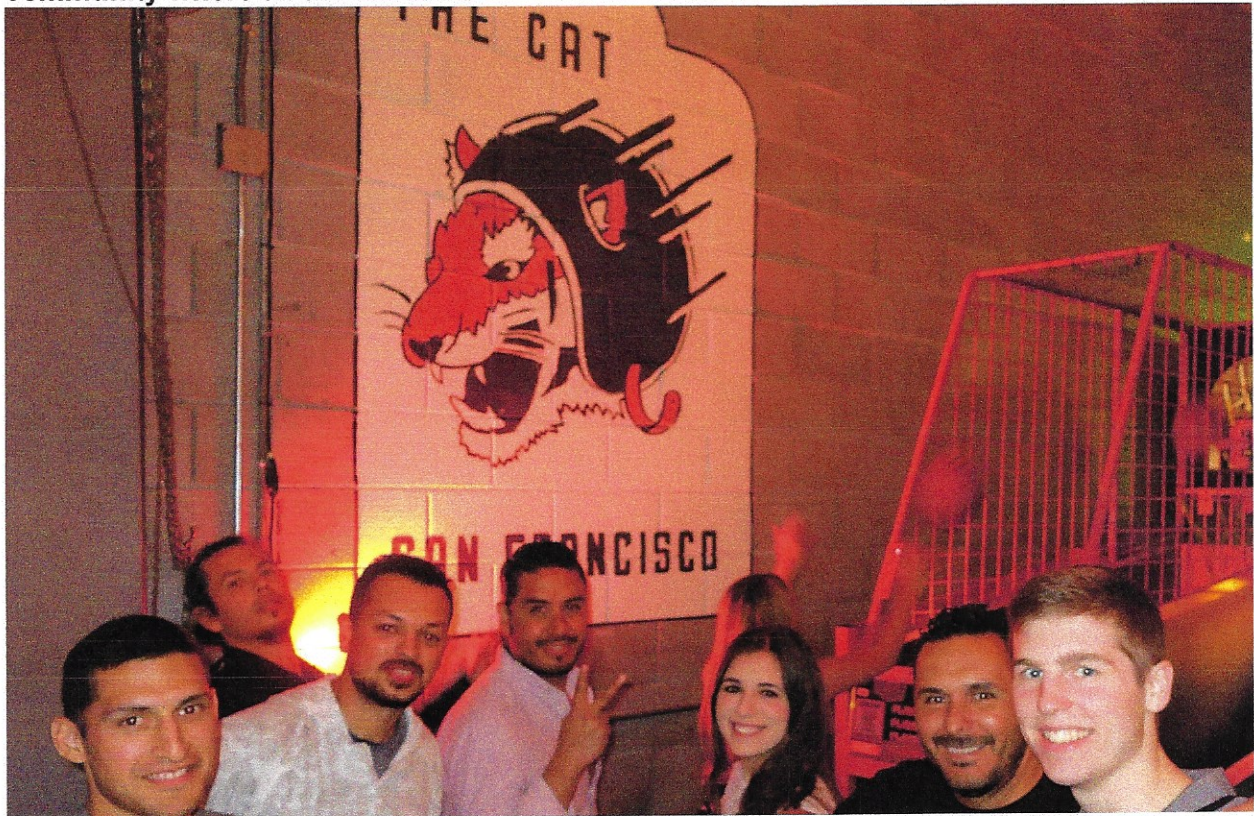
All of our employees to date have been Mission residents and the expansion to becoming a public space will generate additional job opportunities for Mission residents ranging from restaurant staff to arcade repair technicians.

3. Wealthy Newcomers and Google / Uber Clients

In addition to corporate clients which help us keep our lights on, we have hosted birthday parties, non-profits, and community groups. Some of the groups we've partnered with include City Surf Project, LEAP Arts in Education, Fiona Ma for Treasurer, Madeline's Movement, and more. Our immediate next-door neighbors, a latino-owned janitorial business has rented arcade games from us for their holiday parties and loves working with us.

Opening this space to the public shows that we care more about serving the neighborhood rather than profiting off of just wealthy newcomers. If we were trying to only serve a specific audience we would create a private space. We want to provide wholesome and safe fun for the neighborhood, including a range of patrons. For some brief background, I started my arcade business after joining a San Francisco Skee-Ball league/community over 10 years ago. I've slowly built the business by restoring old

Skee-Ball machines and partnering with local businesses. I plan to continue building this community where all are welcome.



4. Displacement of an auto shop and arts space

When this building was purchased, it was entirely vacant. Absolutely no displacement occurred. The three years prior to the transaction, the upstairs space was used as a marijuana-grow operation and subsequently caught on fire a few years later. The building is zoned UMU where Arcade and Restaurant are permitted uses.

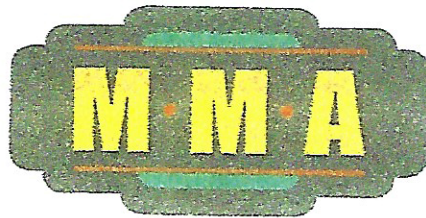
Are you available tomorrow (Friday) @ 10:45AM to chat about this further? If not, please suggest a time (preferably before 2:30PM) tomorrow that works for you.

Cheers,

Joey

--

Joey Mucha
joemucha@gmail.com



Mission Merchants Association

May 31, 2019

Richard Sucre
San Francisco Planning Department

Re: Endorsement of Game Arcade and Restaurant at 3252 19th Street

Mr. Sucre,

Yesterday Mr. Joey Mucha spoke at the Mission Merchants Association board meeting about his desire to build a game arcade and restaurant in the space at 3252 19th Street that was formerly an automotive repair shop.

The project is seen by the MMA board to be a tremendously perfect fit for that part of the Mission district.

It therefore received a unanimous vote of approval.

Kindly place this endorsement letter in the project file.

Best regards,

Ryen Motzek
Board Member
Mission Merchants Association



Richard Sucre
San Francisco Planning Department
1650 Mission Street, Suite 400 SF, CA 94103
richard.sucre@sfgov.org

Dear Richard Sucre,

I am the Executive Director of City Surf Project, an SF based non-profit that connects youth to the ocean and themselves through surfing. In late July of 2018 we hosted a volunteer appreciation and fundraiser at Joey the Cat located at 3252 19th Street. The space was donated to us for at a very low price to benefit our program. The staff were all very professional and we even had security guards.

I am writing to offer my support for this business as a community events space so that other non-profits, like ours, can use the space in the future. It will make a great addition to the neighborhood where the community can come together.

Please do not hesitate to contact me with further questions.

Sincerely,

Johnny Irwin- Executive Director

Johnny Irwin
Executive Director



FIONA MA, CPA
TREASURER
STATE OF CALIFORNIA

June 21, 2019

San Francisco Planning Department
Attn: Mr. Richard Sucre
1650 Mission Street, Suite 400
San Francisco, CA 94103

**RE: Endorsement of Proposed Change of Use at 3252 19th Street, San Francisco
2018-003910PRJ**

Dear Mr. Sucre:

I am pleased to write this letter to offer my endorsement of Mr. Joey Mucha's proposed conversion of property located at 3252 19th Street in San Francisco from an automotive repair shop to an arcade and restaurant.

I had the pleasure of meeting Mr. Mucha in 2017 and took an interest in his personal story of how he grew his arcade rental business from one Skee-Ball machine in his Mission District apartment to currently over 100 arcade games. He now wishes to expand his business even further by opening a public arcade space. I am impressed by Mr. Mucha's entrepreneurship and I support his vision to transform the space at 3252 19th Street into an arcade, which will not only improve neighborhood employment and commerce, but will also spread joy to community members of all ages.

In Peace and Friendship,

Fiona Ma, CPA
California State Treasurer

TIMBUK2

Timbuk2 Designs, Inc.

583 Shotwell Street, San Francisco, CA 94110

Tel. 415.252.4300 Fax. 415.520.0473

www.timbuk2.com

June 20th, 2019 - Letter of Support for Arcade at 3252 19th Street

richard.sucre@sfgov.org

Mr. Sucre,

I work for Timbuk2 @ 20th and Shotwell street. Joey Mucha of Joey the Cat reached out to us with information about his plans to open an arcade at 3252 19th Street. Mr. Mucha has rented Skee-Ball machines and hosted Skee-ball tournaments at our retail location. It's been great having his business in the neighborhood. My colleagues and I are excited at the prospect of having a public arcade one block away from our manufacturing and retail location.

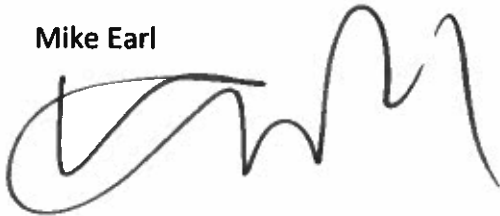
I think it will boost commerce in the immediate vicinity and provide a wonderful place of entertainment for all ages.

I'm in full support of the change of use from Auto Repair to Arcade & Restaurant at 3252 19th Street.

Timbuk2 has been a part of the small business and manufacturing community in San Francisco for 30 years and we support other small businesses in our neighborhood who are striving to make it a great place for families to visit and hang out.

Cheers,

Mike Earl

A handwritten signature in black ink, appearing to be 'Mike Earl', with a large, stylized 'M' and 'E'.



June 21, 2019

San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

Regarding: Arcade@3252 19th Street

Dear Mr. Sucre,

My name is Marlene Samson, my company is CMSC and my address is 3254 19th street, San Francisco, CA 94110. I am pleased to provide you my input regarding "Joey the Cat" expanding their business venue to the public. From my perspective this plan will provide a community-based arcade for both business and private parties to enjoy at reasonable prices. We've known Joey Mucha and his staff for many years and have rented entertainment machines from his company for our annual company parties. My family, friends and 2 of my clients have planned several birthday parties some for children and some exclusively for adults and enjoyed the events enormously. My 2 clients told me when they were heading to the event, that they thought it would be boring and childish but soon realized they were reliving their childhood memories and the competitions immediately began, afterward the complaint was the parties ended to quickly hence the repeat business. I personally love the pin ball machines.

When Joey recently told me that he's applying to open an arcade to the public I thought what a fantastic idea. We're always looking for fun establishment to have family parties and get togethers in the neighborhood especially after work. We think this would be a wonderful and welcome addition to the corner of 19th and Shotwell. This improvement will go a long way to improve our neighborhood's reputation. I hope you will venture into Joey's and see what an asset the business will be to our neighborhood.

Regard,

A handwritten signature in black ink that reads 'L. Marlene Samson'. The signature is written in a cursive, flowing style.

L. Marlene Samson
Owner/CEO

Costless Maintenance Services Co., Inc.

3254 19th Street • San Francisco, CA 94110-1917 • Phone 415-550-8819 • Fax 415-550-8831
www.costlessmaintenance.com • HRC, SFRA, DGS, DOT, Certified as DBE



Joey Mucha <joemucha@gmail.com>

Support of Arcade Space @ 3252 19th Street

1 message

Mark DeVito <mark@standarddeviantbrewing.com>

Wed, Jul 24, 2019 at 6:25 PM

To: richard.sucre@sfgov.org

Cc: Joey Mucha <joemucha@gmail.com>

Hello Mr. Sucre,

I am writing this evening to show my support of the proposed arcade game and restaurant space at 3252 19th St. I am a 15 year resident of [the Mission District \(1025 Hampshire St., Unit A](#) for all of those years!). I have also been a business owner in the neighborhood since 2010. I currently have one business at 280 14th St. and one at [2323 Mission St.](#) Over my time in the Mission I have watched many things change, and I believe that this change will greatly benefit the neighborhood. The proposed project fits very well in that area.

Furthermore, I have come to know Mr. Mucha through this project and from the neighborhood, and I cannot speak highly enough about his character. He is a kind and caring man, who seeks to embrace and support his community.

Please add this letter to your file for support of the project and let me know if you'd like any more information.

Best,
Mark DeVito

--

Mark DeVito
Owner
Standard Deviant Brewing
www.standarddeviantbrewing.com
mark@standarddeviantbrewing.com
415.509.4230



Joey Mucha <joemucha@gmail.com>

Support of Arcade Space @ 3252 19th Street

Julianne Murrell <jmurrellk@gmail.com>
To: richard.sucre@sfgov.org
Cc: Joey Mucha <joemucha@gmail.com>

Sun, Jul 14, 2019 at 8:19 AM

Hi Richard,

I'd like to write-in advocating for the corner of 19th and Shotwell to allow for a public arcade space.

I've been a resident on 21st and Shotwell for 9 years (670 Shotwell Street), and believe we need more wholesome businesses like this to turn around the safety and clientele of the street. An arcade will attract families, friends, and fun to an otherwise desolate, and often trafficked (by prostitutes) part of Shotwell. I truthfully have been picking up condoms (weekly - still), crack pipes, whip-its and more paraphernalia for years... something has got to give. This would be a step in the right direction.

Given the success of Urban Putt just a few streets away, I think it's clear that this type of business will be a success. I know I would frequent the arcade!

I've been involved in a handful of community meetings when I can make it, and would happily meet to push for the use of this space in a positive manner. Please let me know if there are any other ways I can further advocate for the support of the arcade.

Best,

--

Julie Murrell
[Adventures & Biz](#)
412.302.9925 | [@jollymurrell](#)



Joey Mucha <joemucha@gmail.com>

Change of Use Joey the Cat 3252 19th Street, SF, CA 94110

Glenn Matthews <matthews.glenn.scott@gmail.com>

Fri, Jun 21, 2019 at 7:03 AM

To: richard.sucre@sfgov.org

Cc: Joey Mucha <joemucha@gmail.com>

To : Richard Sucre

San Francisco Planning Department

1650 Mission Street, Suite 400 SF, CA 94103

From : Glenn Matthews

592 South Van Ness, SF, CA 94110

Project Address: 3252 19th Street, SF, CA 94110

Proposed Project: Change of Use, Joey the Cat Skee-ball Arcade

Hello Richard,

I writing this on behalf of Joey Mucha and the proposed Joey the Cat Skee-ball Arcade. I'd like to offer my support for the change of use from an Auto Body Shop to an Arcade / Restaurant at the corner of 19th & Shotwell.

I've been a business owner in the Mission, and I'm also a long term resident of San Francisco. I'm currently working with Luke Spray, helping to develop and activate business within public and private spaces in SOMA. I couldn't be more excited to support the change in usage proposed by Joey the Cat. The businesses that have been centered around games and sport have been very successful in the Mission. I believe that having a Skee-ball Arcade at this location would only strengthen the Mission.

From a personal standpoint, Joey Mucha has been very effective in creating a Skee-ball community here in San Francisco. He is one of the best "rollers" in the country. He has brought 3 National Skee-ball Championships to San Francisco. And what he's been able to translate that into is building a community of people that are enthusiastic about playing Skee-ball. His enthusiasm for the sport of Skee-ball is contagious. I've watched his enthusiasm for the sport catch fire in others, and it's this enthusiasm for Skee-ball that is going to make this business a success.

The corner of 19th & Shotwell is currently an inactive corner. The process of converting this corner into an active space with members of the community coming and going will help increase positive traffic in the area. Skee-ball and Arcade games currently are very popular. They are a large draw for a large demographic. I believe what Joey is proposing is a family friendly establishment that centers around bringing people of all ages to this area. And that's important, not just financially, but for our community.

From a business standpoint, Skee-ball has become popular, as are Arcade games. I believe having a Skee-ball Arcade will be successful in the Mission. I think it will bring more people to the Mission. Businesses that have been centered around a sport have spouted in our community, which is evident by the success of Mission Bowling and Urban Putt. The more things of this nature we have in the Mission, the more that people will stay and spend their dollars here. That translates to more revenue being brought into the Mission in general.

I understand the hesitancy of the planning department to commit more spaces into restaurants and public spaces, especially here in the Mission. But, I can only see the benefits. The benefits of bringing more community spaces to the Mission, more places for people to go and congregate with each other. The benefits of creating more spaces that are family friendly. The benefit of bringing more revenue to the Mission. The benefits of create safety in our neighborhood. The benefits of bringing people from other neighborhoods in SF here to the Mission. And It's this thinking that promotes positivity and change here in our community. We need more spaces that are family friendly establishments in the Mission. We need spaces to gather and congregate together. I think that helping to bring more people of all ages into our community helps make our community more vibrant.

For me personally, I think it's this foresight and resolve that helps create the foundation for a healthy community.

Thank You for your time!

Best, Glenn Matthews